MODULE DESCRIPTION

Module Title	Hospitality Entrepreneurship and Innovations				
Module Code	HTL - 484				
Module Type	Compulsory				
Level	Undergraduate				
Year/Semester	Year 4/Semester 8				
Instructor's Name	**TBA**				
ECTS	6	**Lectures/week**	3 academic hours	**Laboratories/week**	N/A
Module Overview	**Aim & Objectives:** This module is designed to make students aware of the important of planning and developing an owner-operated business and the role of entrepreneurship and innovation in the hospitality industry. It also exposes students to the management issues when making innovation effective in the market place and converting change into opportunity in the hospitality context, along with exploring the contemporary issues of the retail sector of the industry. It will provide students with the knowledge and skills on the practice of entrepreneurship and the identification, evaluation, and implementation planning of business ideas. The module is based on three pillars: 1) The study of the entrepreneur. 2) The entrepreneurship process, starting with the identification and evaluation of the business idea, and ending with the planning of the implementation of the business idea. 3) Organising innovation and entrepreneurship.				
Learning Outcomes	Upon completion of the subject, students will be able to: **A. Professional Competence** ▪ Understand the role of culture on entrepreneurship ▪ Describe the entrepreneurial prospective in the hospitality industry ▪ Identify key issues in innovation management ▪ Identify entrepreneurial trends in the hospitality industry ▪ Describe the marketing, financial, and human resource management of a small business ▪ Describe the importance of strategic planning for a small business ▪ Identify the importance of growth and succession for a small business **B. Critical Thinkers** ▪ Evaluate the business environment and its importance to new business ventures				

	▪ Evaluate the nature and quality of the decision-making processes involved in establishing or developing a hospitality business ▪ Prepare a business plan for an owner-operated hospitality enterprise **C. Effective Communicators** ▪ Deliver and present their innovative and strategic ideas effective. **D. Innovative Problem Solvers** ▪ Evaluate the innovative solutions to the contemporary issues of hospitality industry; **E. Ethical Leaders** ▪ Understand the entrepreneurs' social responsibilities and ethics in an owner-operated hospitality enterprise.	
Prerequisites	N/A	
Module Content	▪ The Entrepreneurship and entrepreneurial process: ▪ Opportunity Identification ▪ Evaluating and developing an entrepreneurial idea ▪ Use of "Lean" tools – The 'Business Model canvas ▪ Idea Pitching ▪ Idea Implementation: Planning the New Business ▪ Organising Innovation and Entrepreneurship ▪ Business Marketing: Production and Pricing Strategies ▪ Business Promotion and Distribution ▪ Business Accounting and Finance ▪ Business Plans: Seeing Audiences and Your Business Clearly ▪ Innovation as a Management Process ▪ Human Resource Management ▪ Entrepreneurship: A Cultural Perspective	
Teaching Methodology	Lectures	Class notes, handouts, cases studies/examples, discussions
	Multimedia	PowerPoint, audio and visual
	Class Assignments	Quizzes, group exercises, sample problems and solutions are provided for each chapter
Bibliography	Required	▪ Legrand, W., Gardetti, M., A., Nielsen, R., S., Johnson, C., Ergul, M., 2021. *Social Entrepreneurship in Hospitality Principles and Strategies for Change*, Routledge
	Recommended	▪ Walmsley, A., 2018. *Entrepreneurship in Tourism*, 1st Edition, Routledge ▪ Peris - Ortiz, M., Cabrera – Flores, M., R., Serrano – Santoyo, A., 2019. *Cultural and Creative Industries: A Path to Entrepreneurship and Innovation (Innovation, Technology, and Knowledge Management) 1st Edition*, Springer

<table>
<tr><td></td><td></td><td>▪ Lowe, R., Marriott, S., 2016. Enterprise: Entrepreneurship and Innovation Skills and Resources for Entrepreneurship and Innovation, Routledge</td></tr>
<tr><td>Language of Instruction</td><td colspan="2">English</td></tr>
<tr><td>Assessment</td><td colspan="2">The assessment of students is made up of two components:
▪ continuous assessment (40 marks)
▪ final written exam (60 marks)
The 40 marks of the continuous assessment are allocated as follows:
▪ the midterm exam (20 marks),
▪ attendance (5 marks),
▪ 2 assignments / projects (15 marks)
The final written exam carries 60 marks and takes place at the end of each academic semester. This exam tests the whole content of a module taught in the current semester. The final mark for each module is the sum of the continuous assessment mark and the final written exam.
Continuous Assessment + Final Exam = 100 marks
40 marks + 60 marks = 100 marks
THE PASSING MARK FOR EACH MODULE IS 50/100.</td></tr>
</table>

GRADING SYSTEM	GRADE POINT AVERAGE	NUMBER MARK	MARK'S DESCRIPTION
A	4.00	93-100	Excellent
A-	3.67	90-92	Very good
B+	3.33	87-89	Good
B	3.00	83-86	Good
B-	2.67	80-82	Good
C+	2.33	77-79	Satisfactory
C	2.00	73-76	Satisfactory
C-	1.67	70-72	Satisfactory
D+	1.33	67-69	Poor
D	1.00	60-66	Poor
D-	0.67	50-59	Unsatisfactory
F	0.00	0-49	Fail

	I	0.00	0	Incomplete
	W	0.00	0	Withdrawal
	P	0.00	0	Pass
	AU	0.00	0	Audit
	TR	0.00	0	Transferred